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Group Art Unit: 3625

**Amendments to the Claims:**

Claims 1-9 (Canceled).

10. (Previously Amended) A system for acquiring branded promotional products comprising:

a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products; and

a processor for processing orders received from the front office module.

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Claims 11-19 (Canceled).

20. (Previously Amended) The method for acquiring branded promotional products comprising the steps of:

providing a database containing product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;

providing a products web page where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;

providing a reseller showcase web page where a customer accesses the reseller showcase web page to acquire at least one branded promotional products;

providing a vendor showcase web page where a reseller accesses the vendor showcase web page to acquire at least one branded promotional products;

providing a front office module for providing purchase order information and marketing information and receiving at least one order from one or more resellers or customers wherein the at least one order is related to the plurality of branded promotional products;

providing a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein the at least one order is related to the plurality of branded promotional products;

providing an artwork library for storing customer's logo and branding artwork associated with the plurality of branded promotional products. and

processing orders for products received from the front office module.

21. (Previously Presented) A system for providing branded promotional products, the system comprising:

a product database for storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products;

a vendor entry point interface for enabling a vendor to enter at least one product data specifics to the product database, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

B1 a vendor showcase module for displaying product data in response to the at least one product data specifics and providing ordering access to one or more resellers at a reseller entry point interface, wherein the vendor showcase is customized for a particular vendor;

a branded promotional products module for providing a plurality of promotional products to one or more of customers and resellers and receiving at least one order for one or more promotional products;

a reseller showcase module for displaying products selected by the reseller for resale to a reseller group of customers selected by the reseller where the reseller group of customers accesses the reseller showcase module at a reseller customer entry point interface; and

a company logo store module for displaying products selected by the reseller for resale to a group of customers associated with a company, wherein the company logo store module is customized for the company;

wherein customers comprise users who buy products directly from the branded promotional products module; resellers comprise users who resell products to customers; and

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vendors comprise users who supply one or more of products and imprinting services.

22. (Previously Presented) The system of claim 21, further enabling one or more customers to schedule reminders for a recurring event related to ordering promotional products.

23. (Previously Presented) The system of claim 21, further comprising:  
a back office module for processing the orders for the plurality of promotional products.

24. (Currently Amended) The system of claim 21, further comprising:  
a front office module for providing one or more of order status data, historical information related to orders and market information services wherein the market information services comprise one or more of account summary options and web hits habit reports.

B1 25. (Previously Presented) The system of claim 21, further comprising:  
a bidding module for enabling one or more of resellers and customers to present at least one order and enabling a plurality of vendors to bid on the presented at least one order.

26. (Previously Presented) A method for providing branded promotional products, the method comprising the steps of:

storing data related to a plurality of products, the data including at least pricing data and imprinting data related to the plurality of products;

enabling a vendor to enter at least one product data specifics, the at least one product data specifics comprising one or more of imprinting data, display data, accurate detailed pricing data and product placement data;

displaying product data in response to the at least one product data specifics and providing ordering access to one or more resellers at a reseller entry point interface, wherein the

product data is customized for a particular vendor;

providing a plurality of promotional products to one or more of customers and resellers  
and receiving at least one order for one or more promotional products;

displaying products selected by the reseller for resale to a reseller group of customers  
selected by the reseller; and

displaying products selected by the reseller for resale to a group of customers associated  
with a company, wherein the products are customized for the company;

wherein customers comprise users who buy products directly from the branded  
promotional products module; resellers comprise users who resell products to customers; and  
vendors comprise users who supply one or more of products and imprinting services.

27. (Previously Presented) The method of claim 26, further enabling one or more  
customers to schedule reminders for a recurring event related to ordering promotional products.

28. (Previously Presented) The method of claim 26, further comprising the step of:  
processing the orders for the plurality of promotional products.

29. (Currently Amended) The system of claim 26, further comprising the step of:  
providing one or more of order status data, historical information related to orders and  
market information services wherein the market information services comprise one or more of  
account summary options and web hits habit reports.

30. (Previously Presented) The system of claim 26, further comprising the step of:  
enabling one or more of resellers and customers to present at least one order and enabling  
a plurality of vendors to bid on the presented at least one order.